

**AMENDMENTS TO THE SPECIFICATION:**

Please replace the paragraph beginning on line 20 of page 7 and ending on line 6 of page 8 with the following annotated paragraph:

Once the backing material 42 is bonded to the plate of card material 40, the plate is subjected to suitable means which "kiss cuts" the card material into segments as shown in Fig. 4. This "kiss cutting" may be carried out by a die, laser, shearing, or engraving machine (hereinafter collectively called "die"). In greater detail, the die or the like (not shown) penetrates and cuts the card material 40, but does not enter into or cut the sheet backing material 42. The resulting cuts are defined in Fig. 4 by the vertical edges 46, 48 of the business card segment 30. The cuts 50, 52 define the edges of the dog tag segment 32. If the cross section is taken some place other than line 4-4 of Fig. 2, the cut marks would conform to the locations of the edges of the segments where the cross section is taken. The notation "S" notation "5" indicates selvage that is to be discarded.